



BLUE FRAME
T E C H N O L O G Y

GLVC Case Study



SUMMARY

The Great Lakes Valley Conference (GLVC) Sports Network is a digital network representing the 16 members of the GLVC and their associated sports programs. The mission of the network is to showcase both the academic and athletic success of the conference and its 16 member institutions. By selecting BlueFrame Technology as their digital video solutions provider, the GLVC has advanced their mission by creating high quality content that is easily accessible by their recruits, student-athletes, alumni, and fans around the world.

CHALLENGE

The GLVC is an NCAA Division II conference with 16 member institutions. Previously they had used low quality free streaming services and/or local traditional media outlets for coverage of their events. When exploring new options the GLVC was looking for a provider to:

- Provide cost-effective, high quality, live and on demand video distribution
- Aggregate and integrate live video content on their website
- Supplement service with easily accessible software
- Facilitate a consistent look and feel across their network

SOLUTION

SERVICE

Providers of website integrated live video solutions in the college space are prohibitively expensive for budget constrained Division II conferences. This leads many to choose low quality or ad-supported services that may restrict or interrupt live content and not provide the tools they need to build their network brand. BlueFrame's service is a high quality and affordable option that does not impose ad or content restrictions of any kind, allowing viewers to access live video content without interruption. The service also includes critical features in building a multi-channel digital network including content aggregation, website integration and auto-archiving of live events. The GLVC and its member schools have been able to cost-effectively create a consistent expectation of quality broadcasts for their viewers.

SOLUTION CONT.

SOFTWARE

A critical component of building a digital network is creating high quality content that is engaging to an audience. BlueFrame provides a turnkey solution that is not only cost-effective, but is easy enough to learn that anyone can stream using Production Truck™ software. The software's intuitive interface and extensive features allow broadcasters to utilize commodity hardware, in this case Mac laptops or desktops, to create a high quality, network style production. Because of the ease of use the GLVC has been able to take content production into their own hands and leverage student help to provide more coverage.



CONSISTENT GLVC SPORTS NETWORK BRAND

An important goal of the GLVC Sports Network was to create consistent branding on all of their school's live productions. The GLVC was able to accomplish this goal by using the Production Truck™ software, which allows for use of customizable score graphics and watermark images of the GLVC and school logos. In addition to in broadcast graphics, the GLVC was able to leverage player poster images and incorporate a network ID, which the GLVC utilized to have each institution's president welcome their viewership to the GLVC Sports Network.



FUTURE

The GLVC has created a digital sports network that viewers can access easily and for free, while still providing high quality production of their events. The GLVC plans to continue enhancing their network by leveraging an Extra Credit Program to reward students who participate in the broadcasts and are interested in pursuing broadcast related careers. Additionally, BlueFrame will provide the option to expand network coverage to new distribution platforms including Roku, tvOS and Amazon Fire TV.